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CASE STUDY:

Creative Internal Education

CLIENT:

Tetra Pak



COMPANY DESCRIPTION:

Tetra Pak works for and with customers to provide preferred processing and packaging solutions for food. Their vision, "We commit to making food safe and available, everywhere", is the aspirational goal that drives the organization.

Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with customers and suppliers, Tetra Pak provides safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. Tetra Pak's motto, "PROTECTS WHAT'S GOOD™," reflects the vision to make food safe and available, everywhere.



Internal Educational Initiatives Description:

The Tetra Pak takes its position providing sustainable products and services seriously. As a result, internal staff and management also needed to be up to speed on the company's commitment to sustainability and the environment. To this end the marketing department developed an educational program for the environmental group including inside and outside sales as well as the marketing staff.



CLIENT CHALLENGE:

This was Tetra Pak's educational strategy to ensure internal as well as external environmental education was available.

It was crucial that both the staff and management was educated about Tetra Pak's commitments, strategies and approach to sustainable products, services and stewardship of the environment.

BUSINESS OBJECTIVE:

Branding

- Raise awareness of Tetra Pak's unique approach to the environment and how this impacts all their products and services

Product Positioning

- Highlight important products and services, as well as environmental message, and record of eco-friendly initiatives among staff and management

Sales

- Educate Tetra Pak's internal employees about the message, products, services and approach to sustainability to inform customers and the press
- Ensure internal staff is educated about Tetra Pak's sustainability initiatives so they can effectively communicate with target prospects and customers

What did TSP add to the program?

- + The Tetra Pak Environmental Manager and TSP consulted to create an educational initiative for all members of marketing and sales so they were well versed about saleable products and Tetra Pak's sustainability achievements
- + TSP developed educational games and internal documents with information about sustainability. These were distributed to employees to bring staff and management up to speed on how the recycling department was educating customers about Tetra Pak's strategies.
 - TSP and Tetra Pak introduced these to the environmental staff in a series of educational training sessions both first person and through webinars and conference calls.

Game and Eco Team Sustainability Tool Kit

TSP developed a board game titled "CO2' Challenge". The rules of the game included:

- Players handpicked a challenge card. Each had a question and answer. The front included the symbol for Recycle, Reduce or Renew
- Participants that answered correctly advanced to the next square on the board or the space with the answer to the challenge question on the card.
- First player to reach the center, which was the Tetra Pak insignia won the game
- The game ensured players acquired knowledge about Tetra Pak's unique approach to sustainability in a fun, interactive and memorable format

Eco Team Sustainability Tool Kit

- To ensure the staff was briefed on all the Eco-Friendly initiatives Tetra Pak and TSP created an ECO TEAM Sustainability Kit in the form of a notebook with 8 sections, each dealing with different sustainability topics.

Q. Name two products that can be made from recycled cartons.

Answer: Paper towels, cereal boxes, tissue, etc.

Q. How many states currently have carton recycling programs in some of their communities?

- A. 24 states
- B. 26 states
- C. 18 states
- D. 34 states

Answer: B - 26 states

One side of the cards was dedicated to the topic which was either Renew, Reduce or Recycle.

The back included the multiple-choice questions attendees needed to answer correctly to advance to the next squares and ultimately the center of the board to win the game. The sheets were cut to 2 x 3-1/2 cards to fit on the game



Game:

The game was introduced to the staff as part of a two-day training on Sustainability. It was a big hit with attendees despite their prior knowledge. In fact, they enjoyed playing the game and learning more about sustainability topics to share with customers and prospects.

RECYCLE

- Recycled our paper products
- Used responsible copy paper
- Used 50% of home light bulbs to CFL's
- Converted 50% of home light bulbs to CFL's
- Recycled paper
- Used responsible copy paper
- Used 50% of home light bulbs to CFL's
- Converted 50% of home light bulbs to CFL's
- Recycled paper
- Used responsible copy paper
- Used 50% of home light bulbs to CFL's
- Converted 50% of home light bulbs to CFL's

RENEW

- Planted a tree
- Used responsible copy paper
- Used 50% of home light bulbs to CFL's
- Converted 50% of home light bulbs to CFL's
- Recycled paper
- Used responsible copy paper
- Used 50% of home light bulbs to CFL's
- Converted 50% of home light bulbs to CFL's
- Recycled paper
- Used responsible copy paper
- Used 50% of home light bulbs to CFL's
- Converted 50% of home light bulbs to CFL's

REDUCE

- Turned off equipment at work
- Turned off equipment at work
- Turned off equipment at work
- Turned off equipment at work
- Turned off equipment at work
- Turned off equipment at work
- Turned off equipment at work
- Turned off equipment at work
- Turned off equipment at work
- Turned off equipment at work
- Turned off equipment at work
- Turned off equipment at work

WILD "R"

- Shared recycling drive in your office
- Shared recycling drive in your office
- Shared recycling drive in your office
- Shared recycling drive in your office
- Shared recycling drive in your office
- Shared recycling drive in your office
- Shared recycling drive in your office
- Shared recycling drive in your office
- Shared recycling drive in your office
- Shared recycling drive in your office
- Shared recycling drive in your office

CO2 Challenge Winner

PROTECTS

Tetra Pak

CO2 Challenge Winner

The ECO TEAM

Sustainability Tool Kit had 8 indexes, each with information on Renew, Reduce, Recycle. The source material was researched and developed by TSP in conjunction with the Director of Marketing, Tetra Pak Environmental Division. Every member of the team received one during the training sessions. The book was used as source material to educate customers and internal resources.

